

# ORDER



**Orders**  
**Order / Rev:** 726527  
**Alt Order #:** 06402402  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 1537  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	8	\$60,600.00	\$51,510.00
11/05/12	11/11/12	5	\$20,600.00	\$17,510.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	13	\$81,200.00	\$69,020.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$81,200.00</b>	<b>\$69,020.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	11/03/12	11/03/12	NCAA Football Game #2	CM	3-7p	-----S-	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				NCAA Football Game #2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$5,000.00		0.00			
E 2	WTSP	11/03/12	11/03/12	NCAA Football Prime	CM	8-11p	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				NCAA Football Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$10,000.00		0.00			
E 3	WTSP	11/04/12	11/04/12	NFL Football Game #1	CM	1-4p	-----S	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				NFL Football Game #1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$8,000.00		0.00			
E 4	WTSP	11/04/12	11/04/12	NFL Football Game #2	CM	4-7p	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				NFL Football Game #2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$10,000.00		0.00			
E 5	WTSP	11/04/12	11/04/12	Sun Prime C	CM	Sun 9-10p	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
				The Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$14,000.00		0.00			
E 6	WTSP	11/04/12	11/04/12	Sun Prime D	CM	Sun 10-11p	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
				The Mentalist											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$12,000.00		0.00			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
 Estimate: 1537

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
E 8	WTSP	11/03/12	11/03/12	Sat 7-730p Wheel of Fortune	CM	Sat 7-730p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$800.00		0.00			
E 9	WTSP	11/03/12	11/03/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$800.00		0.00			
E 10	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
E 11	WTSP	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	Mon 10-11p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$14,000.00		0.00			
E 12	WTSP	11/05/12	11/06/12	5-530a 5-530a 10 News	CM	5-530a	MT-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		1				\$200.00		0.00			
E 13	WTSP	11/05/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		1				\$400.00		0.00			
Totals													13	\$81,200.00	